



RULES AND REGULATIONS

This section includes general show policy as well as installation, dismantle, and operations rules, display rules, Exhibit Hall rules, and booth configuration guidelines. Most misunderstandings can be avoided by reading this section carefully. Topic headings have been listed in alphabetical order for your convenience. Also, please read your Contract For Exhibit Space, which contractually binds these Rules & Regulations.

AGE LIMIT

- No one under the age of eighteen (18) will be admitted into the Exhibit Hall at any time.

ALCOHOLIC BEVERAGES

- Alcoholic beverages are prohibited in the Exhibit Hall during set-up and dismantle for safety and insurance reasons.

BADGE CONTROL

- Exhibit Hall attendance is restricted to qualified exhibitors, attendees, and service suppliers as monitored by Show Management. Badges are required at all times.
- Any persons on the exhibit floor who are not officially registered as specified in this manual, or anyone assisting persons to gain access in violation of these rules, will be promptly evicted.
- Exhibiting companies are limited to the number of complimentary exhibitor badges issued on the basis of size of booth space rented.
- Exhibitor badges will be made available to the primary exhibitor contact for distribution to exhibitor's personnel.
- Badges must be worn at all times on the exhibit floor, including during move-in and move-out days.
- Only exhibitors are allowed on the show floor two hours prior to show opening and one hour after show closing each day.
- False certification of any individual as an exhibitor's representative, misuse of exhibitor badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the exhibitor and its representatives from the Exhibit Hall and/or banning them from future entrance to the exhibit floor and/or removing the exhibitor's exhibit from the floor without obligation on the part of Canon Communications LLC for refund of any fees. The exhibitor, its employees, agents, and anyone claiming a right to be on the exhibit floor through the exhibitor, waive any right or claims for damages arising out of the enforcement of this rule.

BALLOONS/BLIMPS

- Balloons/blimps of any kind will not be allowed on the show floor and/or at show site.

BOOTH PERSONNEL

- Exhibitors are allowed entrance to the show floor two hours prior to show opening and one hour after show closing each day.
- Booths must be staffed by a badged company representative at all times during show hours.

CAMERAS/PHOTOGRAPHY

- If you bring a camera (video or photo), you may only take photographs of your booth.

DECORATIONS

- Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled, or otherwise affixed to any building surface including, but not limited to, ceilings, walls, painted surfaces and columns.



RULES AND REGULATIONS – (Continued)

DISPENSING FOOD

- Food and beverages must be ordered through the exclusive catering vendor of the Boston Convention & Exhibition Center, to ensure compliance with all Department of Health requirements. No outside food and beverage can be brought into the Center.

HANDOUTS

- No adhesive-backed (stick-on) decals or similar items may be affixed to any part of the convention facility or placed onto the carpets.
- All handouts must be distributed from the exhibitor's booth only. Nothing may be distributed in the aisles, areas outside of the immediate booth boundaries or elsewhere, inside or outside the convention facility's property.
- All items, samples, souvenirs, etc., distributed by the exhibitor must be from within the confines of the exhibitor's booth and approved by Show Management, who reserves the final decision on what can or cannot be distributed from an exhibitor's booth.

NOISE

- Disturbing noises of any kind are not allowed. Show Management will monitor noises and demonstrations and may ask the exhibitor to turn off the machine or device if noise levels become annoying to surrounding exhibitors or attendees.
- Use of microphones and noise enhancing devices will only be allowed if it is not disturbing to other exhibitors. Show Management reserves the right to determine whether or not an exhibitor may use such devices.

OBSTRUCTION OF AISLES (DEMONSTRATIONS)

- Exhibitors may not conduct any demonstration or activity that results in the obstruction of aisles or impedes the easy access to neighboring exhibitors' booths.
- Demonstrations are to be straightforward, professional, and relative to the displayed product. The use of demonstrations, gimmicks, pantomimes, magicians, robots, etc., in the aisles is prohibited at all times. Products or demonstrations may be placed near the aisle provided they are inside the booth boundaries. Equipment, including furniture, may not be in the aisles at any time.
- Show Management reserves final decision on all demonstrations.

PARKING

- Exhibitors may park in the available parking structures adjacent to the Rock Financial Showplace at posted rates. Parking charges will be assessed for move-in/move-out as well as show days.
- Parking of personal or company vehicles in the driveways, freight docks, or loading areas of the Rock Financial Showplace is not permitted at any time. Violators will be towed.

SECURITY – See Security Tips for More info

- Report any thefts or damage immediately to both security and Show Management.
- While Show Management will exercise reasonable care in safeguarding your property, neither Show Management, the facility, the security contractor, nor any of their officers, agents, or employees, assumes any responsibility or liability for loss, damage, or theft. Exhibitors should therefore include in, or have a rider attached to, their insurance policies covering their merchandise during shipment to the exposition, the exposition period, and the return shipment from the exposition.

SMOKING POLICY

- Smoking is not permitted in the Rock Financial Showplace (including the loading dock areas).



RULES AND REGULATIONS – (Continued)

STOP SOLICITATION - WE NEED YOUR HELP!

- Soliciting allows those individuals and companies who do not exhibit at the show to take advantage of its benefits. It also takes buyers' attention away from your products and encourages buyers to leave the show floor.
- Companies are not allowed to solicit business in the trade show aisles or other public areas of the show, in another company's booth and/or representing their services or soliciting participants for activities which conflict with the show. Additionally, Show Management does not permit the distribution of literature or marketing materials of any kind on the trade show floor, except from an exhibitor's booth.
- Please note that any expo participant who is observed soliciting business in the aisles or other public space, including another company's booth, is in violation of the Rules and Regulations and will be escorted from the show.
- Additionally, conducting meetings with expo participants off the show floor (in hotels, restaurants, parking lots and other venues) without having purchased booth space is a violation of the Rules and Regulations and will not be tolerated.
- Please contact a Show Management representative or Floor Manager to report any violations that you observe.

UTILITY AREAS / STORAGE

- For safety reasons, the storage of any items - including empty crates or cases - behind the back-wall of any booth is prohibited.

VIOLATIONS

- Noncompliance with any rule or regulation may result in a Violation Notice being issued to the exhibiting company. Future violations may result in the loss of priority points.



RULES AND REGULATIONS - BOOTH DISPLAY

DECORATION

- Show Management has the authority to determine whether placement, arrangement, and appearance of all items displayed by the exhibitor are in compliance with show standards, and may require the replacement, rearrangement, or redecoration of any item or of any booth, and no liability shall be held against Show Management for costs that may thereby be incurred by the exhibitor.
- All exposed areas of the display must be finished surfaces, including the back and sides. Show Management reserves the right to drape any visible unfinished portions of an exhibitor's booth at the expense of the exhibitor.
- Please review the IAEE Guidelines included in this section for additional information regarding the specific restrictions for your booth (including Sightline Regulations). Any displays not conforming to the exhibit specifications outlined in the IAEM Guidelines must have Show Management approval in writing 60 days prior to move-in.

ELECTRICAL WIRING

- All electrical wiring on booths or display fixtures must be UL-approved and must meet local fire department regulations (3-wire only). This applies to all booth construction and equipment used in the exhibit. Please ensure that these specifications are met before sending your booth to the show.
- Use of another exhibitor's electrical hookup is strictly forbidden due to the potential fire and hazard risks. In the event that the Exhibit Hall is damaged or destroyed due to negligence or failure on the part of the exhibitor to comply with the local fire agency, and fire and hazard regulations, the exhibitor is responsible and liable for all damages incurred.

EQUIPMENT DISPLAY PERMITS

- Any display using heat-producing equipment (welding equipment, soldering devices, ovens, hot plates, etc.) requires a permit from the Fire Marshal. All demonstrations using heat-producing equipment and placed in the front-half of the booth, must be protected with an 18" high, 1/4" thick, clear plastic shield. This shield must protect the front and sides of the demonstration area. Approved welding screens are required for any welding equipment.
- Any display using any electrical, mechanical, or dust-producing equipment that incorporates moving parts requires a permit from the Fire Marshal. A safeguard may also be required for the attendee's protection. (Permits are not required for normal electrical appliances such as lamps, computers, radios, etc.) Please refer to the Fire Department area of this section for more information.

FIREPROOFING

- All materials used in the construction and decoration of an exhibit must be flame-retardant. All carpeting and floor covering must have a Class 1 flame spread rating and UL between 0 and 25. No storage of any materials is allowed in the utility area. A Fire Marshal will be on-site from set-up through dismantle conducting routine inspections. (See "Utility Areas/Storage" on the following page.)

FLOOR COVERING

- All booth spaces must remain fully carpeted. Carpeting enhances your corporate image and continues the overall professional look of the show. You may supply your own carpeting or rent carpet from NEC. All carpet must be fire-retardant in compliance with local fire department regulations. (Refer to "Fireproofing" above).

- **Any Exhibit space not carpeted by 5:00 PM, Tuesday, June 10, 2008, is subject to carpet installation by Show Management, which will be billed to the exhibiting company.**

HANGING SIGNS

- Hanging signs above booths, other than island and peninsula booths, is not permitted. All exhibit material, including signs, must be enclosed within the confines of the space rented. Please refer to the guidelines in this section.



RULES AND REGULATIONS - BOOTH DISPLAY

(Continued)

HAZARDS

• Any hazardous items used in displays must be properly safeguarded, protected, and registered in accordance with applicable city, state, and federal regulations. Submission of required documents is the sole responsibility of the exhibiting company. Hazardous items include, but are not limited to, the following:

- Evacuated containers or components
- High-voltage equipment
- Radioactive material
- Particle accelerators
- X-ray producing equipment
- Flammable and explosive

• Equipment demonstrations must not, in the judgment of Show Management, pose a radiation hazard. If the equipment has energy beams that might be hazardous, such energy beams must be deactivated and/or made inoperable before installation. Any hazardous items that will be present in a display must be approved by the local fire department and/or agencies in writing with copies to Show Management sixty (60) days prior to the show. Submission of required documents is the sole responsibility of the exhibiting company.

• Overstatement in lighting design is to be avoided. Devices that flash, rotate, or blink (strobe lights, beacons, etc.) in an exhibit are strictly prohibited. Show Management will monitor exhibitor lighting displays and may ask that lighting be disabled if it becomes an annoyance to surrounding exhibitors or attendees.

UTILITY AREAS / STORAGE

• For safety reasons, storage of any items - including empty crates and/or cases - behind the back-wall drape of any booth is not allowed. Any violation of the utility area regulation may result in the loss of priority status at future shows. The Fire Marshal conducts daily checks of the utility areas.

Any items found in the utility area will be sent to empty storage. Additionally, the exhibitor may be given, and will be held responsible for, a citation and/or fine from the Fire Marshal.



RULES AND REGULATIONS

FIRE DEPARTMENT

A. COMBUSTIBLES

- Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner.
- No cardboard boxes or any combustible materials may be stored on top of or near any electrical wiring in the spaces behind the back-wall drapery (booth) or behind any display.

IMPORTANT NOTE: Utility areas, located behind every booth, are to be left completely free and clear at all times in accordance with Fire Marshal regulations. No boxes, crates, exhibit materials, etc., can be stored in these areas at any time. Any violation of the utility area regulation may result in the loss of priority status at future shows. The Fire Marshal will conduct daily checks of the utility areas. Any items found in the utility area will be sent to empty storage. Additionally, the exhibitor may be given, and will be held responsible for, a citation and/or fine from the Fire Marshal.

B. INHERENTLY FIRE-RETARDANT OR FLAME-RETARDANT TREATMENT

- All decorations, drapes, signs, banners, plastic displays, hay, straw, moss, split bamboo and/or other similar materials **MUST BE FLAME-RETARDANT** to the satisfaction of the Fire Department and the State Fire Marshal.
- Table coverings must be flame-retardant-treated unless they lie flat, with an overhang measuring no greater than 6".
- Oilcloth, tar paper, sisal paper, nylon, orlon, and certain other plastic materials cannot be made flame-retardant and their use is prohibited.
- A Certificate of Flame Resistance shall be available for review by the Fire Marshal or on file with the Fire Marshal for all decorative materials.

C. OBSTRUCTIONS

- Aisles designated on approved Show floor plans shall be kept clean, clear, and free of obstructions. Booth constructions shall be substantial and fixed into position in specified areas for the duration of the Show. Chairs, easels, signs, and demonstration areas shall not be placed beyond booth areas into aisles.
- All aisles must be maintained at a minimum of 10' in width, unless otherwise approved on the floor plan.
- All fire-prevention and fire-fighting equipment in all public assembly areas shall have easy and unobstructed accessibility.

D. VEHICLES / INTERNAL COMBUSTION ENGINES ON DISPLAY

- Any autos, trucks, motorcycles or other motorized vehicles displayed shall have their batteries disconnected and terminals taped.
- All motor vehicle tanks that contain fuel, or have ever contained fuel, shall be furnished with locking-type gas caps or sealed with tape. The Novi Fire Department recommends that the level of gas be between ¼ and ¾ tank.
- Garden tractors, chain saws, power plants, and other gasoline-powered equipment shall be safeguarded in a similar manner.
- All autos, trucks, and vehicles of any kind must show their location on the Fire Department–approved floor plan 14 days prior to the show date.

E. FIRE PERMITS

- Permits are not required for normal electrical appliances such as lamps, computers, radios, etc.



RULES AND REGULATIONS - PERFORMANCE OF MUSIC

If any copyrighted music is to be played in your booth, you must obtain all necessary licenses from the copyright owner or licensing agency representing the copyright owner.

The licensing requirements include the playing of live, as well as recorded, music (internet, MP3 Players, streaming media, records, tapes, compact discs, etc.), whether it is the essence of the presentation or is only used as background, on a DVD, videotape or other presentation.

The proper licensing must be posted in your booth and be available for inspection at the request of authorized agents of ASCAP and BMI.

We advise you to contact the agencies listed below to acquire the proper music licenses:

ASCAP

ASCAP Licensing Department
1 Lincoln Plaza
New York, NY 10023
Contact: Trade Show Licenses
Tel: 800/505-4052
www.ascap.com

BMI

BMI Licensing Department
10 Music Square East
Nashville, TN 37203
Contact: Trade Show Licenses
Tel: 877/264-2136
www.bmi.com

Note: CANON COMMUNICATIONS LLC will not be held liable for any fines, charges or legal action against any exhibitor resulting from the violation of copyright laws. **Submission of required documents is the sole responsibility of the exhibiting company.**